

YWCA's 17th Annual *In the Company of Women Luncheon* Table Captain General Information

Event Format

- Keynote Speaker **Rosie Perez (please see bio on page 2 of this package)**
- Date Tuesday, March 20, 2012
- Location Connecticut Convention Center, Hartford, CT
- Time **11:00 a.m. - 12:30 p.m.** Pre-Event Reception/Networking/Vendor Expo
12:30 p.m. - 2:00 p.m. Program
2:00 p.m. - 3:00 p.m. Persimmon Plaza Vendor Expo
- Luncheon Format..... Table captain guests contribute at luncheon during the appeal/check writing ceremony
- Guest Recruitment Table Captain System via personal invitation
- Expected Contribution **\$1,500 per table** (\$150 minimum per guest seat)
- Expected Attendance..... 1,500 guests
- Past Speakers..... 2011: Lee Woodruff; 2010: Michele Norris; 2009: Jeannette Walls;
2008: Anna Deavere Smith; 2007: Isabel Allende; 2006 Dr. Mae Jemison
- To Benefit..... YWCA Hartford Region

Table Captain Description/Responsibilities/Information

- Commits to a table contribution of at least **\$1,500**
- Invites 9 guests to join his/her table at the luncheon, who commit to a minimum \$150 contribution
- Communicates to each guest about the luncheon format and financial expectations of guests
- Completes and submits GUEST LIST to YWCA identifying those individuals who have accepted your invitation
- Works with time line provided in this package on page 3
- Supports the mission of YWCA Hartford Region: *eliminating racism and empowering women*

Key Dates

- Guest Lists are due to YWCA by Thursday, March 1, 2012 (see electronic guest list form on page 5)
- *In the Company of Women* Luncheon..... **Tuesday, March 20, 2012**

Guest Recruitment Process

- Initial time commitment: just the time it takes to invite 9 guests (this can be done in 1 hour!)
- Upon invitation: convey clearly that each guest is expected to contribute a **minimum \$150 gift** at the event
- Four weeks prior: contact each guest to ensure attendance and provide information (directions, instructions, etc.)
- Three weeks prior: complete and submit a guest list form to the YWCA (page 5)
- Day of event: complete an attendance sheet for the table at luncheon
- Remind guests about employer matching gifts for their contribution

Sponsorship Information

- Sponsorships are available at the following levels: \$25,000; \$15,000; \$10,000; \$5,000; \$2,500
- Contact Denice Graves, Development Assistant at (860) 525-1163 x 269, deniceg@ywcahartford.org for more info.

General Information

Please contact either of the following individuals regarding any questions you may have:

- Jane Beup Curtiss - MotleyBeup - Special Event Producer (860) 560-7600 e: JaneBeup@MotleyBeup.com
- Denice Graves - YWCA - Development Assistant (860) 525-1163 x 269 e: deniceg@ywcahartford.org